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FEB 08 2007

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AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A mobile telephone apparatus, ~~said mobile telephone apparatus receiving information transmitted for display on said mobile telephone apparatus,~~ said mobile telephone apparatus comprising:
 - a display surface for displaying ~~the received information~~ in a visually partitioned manner, said visually partitioned information being presented on said display in at least two regions;
 - a keypad containing keys, each of said keys corresponding to at most a single region of said display, wherein each region is associated with at least one of the keys in the keypad and represents a choice of an option that may be selected by selecting the associated key, and
 - a processor for performing an action associated with said choice of an option, said action triggered by the selection of the associated key.
2. (Previously Presented) The mobile telephone apparatus of claim 1 wherein the display is organized in a configuration that corresponds to a configuration of the keys on the keypad.
3. (Previously Presented) The mobile telephone apparatus of claim 1, wherein each region is associated with a service option for a service and selecting the selected key results in a request for the service.
4. (Previously Presented) The mobile telephone apparatus of claim 1, wherein each region contains a graphical element that visually represents a choice.
5. (Previously Presented) The mobile telephone apparatus of claim 4, wherein the regions contain text.
6. (Previously Presented) The mobile telephone apparatus of claim 1, wherein the regions contain text.
7. (Previously Presented) The mobile telephone apparatus of claim 1 wherein new information associated with the selected key on the keypad is displayed following said triggering of an event.

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8. (Previously Presented) The mobile telephone apparatus of claim 7 wherein the new information that is displayed on the display is visually partitioned into regions that are each associated with respective ones of the keys on the keypad.
9. (Previously Presented) The mobile telephone apparatus of claim 1, wherein said information is displayed on said display displays in at least five regions.
10. (Previously Presented) The mobile telephone apparatus of claim 1, wherein said information is displayed on said display displays in nine regions associated with respective keys numbered one through nine.
11. (Previously Presented) The mobile telephone apparatus of claim 1, wherein each of the regions contains a border for visually delimiting the regions.
12. (Previously Presented) The mobile telephone apparatus of claim 1, wherein the regions occupy substantially all of the display.
13. (Previously Presented) The mobile telephone apparatus of claim 1, wherein each region is associated exclusively with a single one of the keys in the keypad.
14. (Previously Presented) The mobile telephone apparatus of claim 1, wherein the keypad is a virtual keypad displayed on said display surface.
15. (Previously Presented) The mobile telephone apparatus of claim 14, wherein the keys are selected via a touch screen.
16. (Previously Presented) The mobile telephone apparatus of claim 1, further comprising:
a navigational element used to switch focus between displayed regions on the display surface.
17. (Previously Presented) The mobile telephone apparatus of claim 16, wherein said navigational element is a joystick.

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18. (Previously Presented) The mobile telephone apparatus of claim 16, wherein said navigational element is a joypad.

19. (Previously Presented) The mobile telephone apparatus of claim 16 wherein said keys appear in a circular shape and said navigational element is located inside of said circular shape.

20. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keys appear in a circular shape.

21. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keys appear in a partially circular shape.

22. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keys appear in a first and second vertically-aligned and horizontally opposite columns on either side of said display surface, said first and second vertically-aligned columns appearing on respective edges of said mobile telephone apparatus.

23. (Previously Presented) The mobile telephone apparatus of claim 22 wherein said keys include keys bearing the numbers 1, 2 3, 4 and 5 appear in said first vertical column and keys bearing the numbers 6, 7, 8, 9 and 10 appear in said second vertical column.

24. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keys appear in two vertically-aligned and horizontally opposite columns, said vertically-aligned columns appearing on respective sides of said mobile telephone apparatus.

25. (Previously Presented) The mobile telephone apparatus of claim 1 wherein more than one number appears on at least one key of said keypad.

26. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keypad further comprises:

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an arrangement of said keys in a grid pattern, said grid pattern including at least four rows of at least 3 keys each and at least three columns.

27. (Previously Presented) The mobile telephone apparatus of claim 26 wherein said grid pattern includes keys bearing the numbers 1, 2 and 3 on separate consecutive keys from left to right in a first row, keys bearing the numbers 4, 5 and 6 on separate consecutive keys from left to right in a second row appearing below said first row, keys bearing the numbers 7, 8 and 9 on separate consecutive keys from left to right in a third row appearing below said second row, and a key bearing the number 0 appearing on a fourth row of keys on the center key, said fourth row appearing below said third row.

28. (Previously Presented) The mobile telephone apparatus of claim 27 wherein the said first row, second row, third row and fourth row are horizontally aligned so that the respective first keys in each row form a column vertically aligned to a column composed of the respective second keys in each row, and so that the respective second keys in each row form a column vertically aligned to a column composed of the respective third keys in each row.

29. (Previously Presented) The mobile telephone apparatus of claim 26 wherein said keys are of a non-uniform size.

30. (Previously Presented) The mobile telephone apparatus of claim 26 wherein said grid appears to the side of said display surface.

31. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keyboard includes a QWERTY keyboard.

32. (Previously Presented) The mobile telephone apparatus of claim 31, further comprising:
a navigational element used to switch focus between displayed regions on the display surface.

33. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keypad consists of two keys.

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34. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said keypad consists of three keys.

35. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said regions are separate icons appearing on said display surface.

36. (Previously Presented) The mobile telephone apparatus of claim 1 wherein said regions are partitioned based on shading differences on said display surface.

37. (Currently Amended) An electronic apparatus ~~receiving information transmitted for display on said electronic apparatus~~, said electronic apparatus comprising:

a display surface for displaying ~~the received~~ information in a visually partitioned manner, said visually partitioned information being presented on said display in at least two regions; and

a keypad containing keys, each of said keys corresponding to at most a single region of said display, wherein each region is associated with at least one of the keys in the keypad and represents a choice of an option that may be selected by selecting the associated key, and

a processor for performing an action associated with said choice of an option, said action triggered by the selection of the associated key.

38. (Previously Presented) The electronic apparatus of claim 37 wherein said regions are separate icons appearing on said display surface.

39. (Previously Presented) The electronic apparatus of claim 36 wherein said regions are partitioned based on shading differences on said display surface.

40. (Previously Presented) The electronic apparatus of claim 36 wherein the keypad is a numbered keypad.

41. (Previously Presented) The electronic apparatus of claim 36 wherein the keypad is a keypad with letters on the keypad.

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42. (Previously Presented) The electronic apparatus of claim 36 wherein the keypad is a keypad with graphics on the keys.

43. (Previously Presented) The electronic apparatus of claim 36 wherein the keypad includes at least two of numbers, letters and graphics on the keys.

44. (Previously Presented) The electronic apparatus of claim 36, wherein the keypad is a virtual keypad displayed on said display surface.

45. (Previously Presented) The electronic apparatus of claim 44, wherein the keys are selected via a touch screen.

46. (Previously Presented) The electronic apparatus of claim 36, further comprising:
a navigational element, said navigational element used to switch between displayed regions on said display surface.

47. (Previously Presented) The electronic apparatus of claim 46, wherein said navigational element is a joystick.

48. (Previously Presented) The electronic apparatus of claim 46, wherein said navigational element is a joypad.

49. (Previously Presented) The electronic apparatus of claim 36, wherein said electronic apparatus is a mobile phone.

50. (Previously Presented) The electronic apparatus of claim 36, wherein said electronic apparatus is a PDA (Personal Digital Assistant).

51. (Previously Presented) The electronic apparatus of claim 36, wherein said electronic apparatus is a remote control device configured to operate at least one of a television and television set top box.

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52. (Previously Presented) The electronic apparatus of claim 36, wherein said electronic apparatus is a device configured to operate at least one of a television, television monitor, networked computer and DVR (Digital Video Recorder) box.

53. (Previously Presented) The electronic apparatus of claim 36 wherein the display is organized in a configuration that corresponds to a configuration of the keys on the keypad.

54. (Currently Amended) A mobile telephone apparatus, ~~said mobile telephone receiving information transmitted for display on said mobile telephone,~~ said mobile telephone apparatus comprising:

a display surface for displaying the received information in a visually partitioned manner, said visually partitioned information being presented on said display in at least two regions; and
a numbered keypad containing keys, each of said numbers corresponding to at most a single region of said display, each region being associated with at least one of the numbers in the numbered keypad and representing a choice of an option that may be selected by selecting the associated number, said selection of an associated key triggering an action associated with said choice of an option.

55. (Previously Presented) The mobile telephone apparatus of claim 54 wherein at least one key in said keypad includes more than one number.

56. (Previously Presented) The mobile telephone apparatus of claim 55 wherein said at least one key includes at least two non-sequential numbers.

57. (Previously Presented) The mobile telephone apparatus of claim 54 wherein said regions are separate icons appearing on said display surface.

58. (Previously Presented) The mobile telephone apparatus of claim 54 wherein said regions are partitioned based on shading differences on said display surface.

59. (Currently Amended) In an electronic apparatus having a display and a keypad having keys, a method comprising:

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displaying information on the display of said electronic apparatus so that the display is visually partitioned in regions, wherein each region is associated with at least one of the keys on the keypad, each of said keys corresponding to at most a single region of said display, ~~said information transmitted for display on said electronic apparatus;~~ and

in response to selection of a selected one of the keys on the keypad, triggering an event, wherein each region is associated with a service and wherein the selection of the selected key triggering the event causes information to be displayed on the display that concerns a service associated with the selected key.

60. (Previously Presented) The method of claim 59 wherein said regions are separate icons appearing on said display surface.

61. (Previously Presented) The method of claim 59 wherein said regions are partitioned based on shading differences on said display surface.

62. (Previously Presented) The method of claim 59, wherein the electronic apparatus is a mobile telephone.

63. (Previously Presented) The method of claim 59, wherein the keys in the keypad are configured in a pattern and wherein the regions are arranged on the display to match the pattern in which the keys are configured.

64. (Previously Presented) The method of claim 59, wherein the regions contain graphical information.

65. (Previously Presented) The method of claim 59, wherein the regions contain text.

66. (Previously Presented) The method of claim 59, wherein the regions contain text.

67. (Previously Presented) The method of claim 59, wherein the electronic apparatus is a pager.

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68. (Previously Presented) The method of claim 59, wherein the electronic apparatus is a personal digital assistant (PDA).

69. (Previously Presented) The method of claim 59, wherein the electronic apparatus is a remote control device configured to operate at least one of a television and television set top box.

70. (Previously Presented) The method of claim 59, wherein said electronic apparatus is a device configured to operate at least one of a television, television monitor, networked computer and DVR (Digital Video Recorder) box.

71. (Previously Presented) The method of claim 59, wherein the electronic apparatus is an Internet appliance.

72. (Previously Presented) The method of claim 59, wherein the step of triggering an event comprises displaying new information on the display wherein the new information is associated with the selected key on the keypad.

73. (Previously Presented) The method of claim 59, wherein the new information that is displayed on the display is visually partitioned into regions that are each associated with respective ones of the keys on the keypad.

74. (Previously Presented) The method of claim 59, wherein there are at least five regions.

75. (Previously Presented) The method of claim 59, wherein there are nine regions associated with respective keys numbered one through nine.

76. (Previously Presented) The method of claim 59, wherein each of the regions contains a border for visually delimiting the regions.

77. (Previously Presented) The method of claim 59, wherein the regions occupy substantially all of the display.

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78. (Previously Presented) The method of claim 59, wherein each region is associated exclusively with a single one of the keys in the keypad.

79. (Previously Presented) The method of claim 59 wherein the keypad is a virtual keypad displayed on said display.

80. (Previously Presented) The method of claim 59 wherein the keypad is a numbered keypad.

81. (Previously Presented) The method of claim 59 wherein the keypad is a lettered keypad.

82. (Currently Amended) In a mobile telephone having a display and a numbered keypad having keys, a method comprising:

displaying information on the display of said mobile telephone so that the display is visually partitioned in regions, wherein each region is associated with at least one of the numbers on the numbered keypad, each of said numbers corresponding to at most a single region of said display, ~~said information transmitted for display on said electronic apparatus;~~ and

in response to selection of a selected one of the numbers on the keypad, triggering an event, wherein each region is associated with a service and wherein the selection of the selected number triggering the event causes information to be displayed on the display that concerns a service associated with the selected number.

83. (Previously Presented) The method of claim 82 wherein said mobile telephone has at least two numbers on at least one of the individual keys in said keypad.

84. (Previously Presented) The method of claim 82 wherein the regions are separate icons appearing on said display surface.

85. (Previously Presented) The method of claim 82 wherein the regions are partitioned based on shading differences on said display surface.

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86. (Currently Amended) A storage medium for use in an electronic apparatus having a display and a keypad having keys, said medium holding executable steps for a method, said method comprising:

displaying information on the display of said electronic apparatus so that the display is visually partitioned in regions, wherein each region is associated with at least one of the keys on the keypad, each of said keys corresponding to at most a single region of said display, ~~said information transmitted for display on said electronic apparatus; and~~

in response to selection of a selected one of the keys on the keypad, triggering an event, wherein each region is associated with a service and wherein the selection of the selected key triggering an event causes information to be displayed on the display that concerns a service associated with the selected key.

87. (Previously Presented) The medium of claim 86 wherein the regions are separate icons appearing on said display surface.

88. (Previously Presented) The medium of claim 86 wherein the regions are partitioned based on shading differences on said display surface.

89. (Previously Presented) The medium of claim 86, wherein the electronic apparatus is a mobile telephone.

90. (Previously Presented) The medium of claim 86, wherein the keys in the keypad are configured in a pattern and wherein the regions are arranged on the display to match the pattern in which the keys are configured.

91. (Previously Presented) The medium of claim 86, wherein the regions contain graphical information.

92. (Previously Presented) The medium of claim 91, wherein the regions contain text.

93. (Previously Presented) The medium of claim 86, wherein the regions contain text.

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94. (Previously Presented) The medium of claim 86, wherein the electronic apparatus is a pager.

95. (Previously Presented) The medium of claim 86, wherein the electronic apparatus is a personal digital assistant (PDA).

96. (Previously Presented) The medium of claim 86, wherein the electronic apparatus is a remote control device configured to operate at least one of a television and television set top box.

97. (Previously Presented) The medium of claim 86, wherein said electronic apparatus is a device configured to operate at least one of a television, television monitor, networked computer and DVR (Digital Video Recorder) box.

98. (Previously Presented) The medium of claim 86, wherein the electronic apparatus is an Internet appliance.

99. (Previously Presented) The medium of claim 86, wherein the step of triggering an event comprises displaying new information on the display wherein the new information is associated with the selected key on the keypad.

100. (Previously Presented) The medium of claim 86, wherein the new information that is displayed on the display is visually partitioned into regions that are each associated with respective ones of the keys on the keypad.

101. (Previously Presented) The medium of claim 86, wherein there are at least five regions.

102. (Previously Presented) The medium of claim 86, wherein there are nine regions associated with respective keys numbered one through nine.

103. (Previously Presented) The medium of claim 86, wherein each of the regions contains a border for visually delimiting the regions.

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104. (Previously Presented) The medium of claim 86, wherein the regions occupy substantially all of the display.

105. (Previously Presented) The medium of claim 86, wherein each region is associated exclusively with a single one of the keys in the keypad.

106. (Previously Presented) The medium of claim 86 wherein the keypad is a virtual keypad displayed on said display.

107. (Previously Presented) The medium of claim 86 wherein the keypad is a numbered keypad.

108. (Previously Presented) The medium of claim 86 wherein the keypad is a lettered keypad.

109. (Currently Amended) A storage medium for use in a mobile telephone having a display and a numbered keypad having keys, said medium holding executable steps for a method, said comprising:

displaying information on the display of said mobile telephone so that the display is visually partitioned in regions, wherein each region is associated with at least one of the numbers on the numbered keypad, each of said numbers corresponding to at most a single region of said display, ~~said information transmitted for display on said electronic apparatus; and~~

in response to selection of a selected one of the numbers on the keypad, triggering an event, wherein each region is associated with a service and wherein the selection of the selected number triggering an event causing information to be displayed on the display that concerns a service associated with the selected number.

110. (Previously Presented) The medium of claim 109 wherein said mobile telephone has at least two numbers on at least one of the individual keys in said keypad.

111. (Previously Presented) The medium of claim 109 wherein the regions are separate icons appearing on said display surface.

112. The medium of claim 109 wherein the regions are partitioned based on shading differences

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on said display surface.